User segmentation & users vs. customers

FINANCIAL MODELING

LECTURE SUMMARY

Covered in this lecture:

How to segment your users

- The difference between a user and a customer is that a user does not pay, but a customer does
- Segmenting your users/customers depends on what your end goal is
- For example, in the lemonade stand model, we can segment our customers by how many walked by, how many stopped, and how many bought something, with the end goal of figuring out which location has the best person working at it
- Don't copy a generic user segmentation that someone else made, make one that fits your specific model
- Think about why you're making this model and what problem you're trying to solve
- You have to segment the users in a way that is most relevant for your business

See you next lecture!